

THE WESTERN UNION TELEGRAPH COMPANY

25,000 OFFICES IN AMERICA CABLE SERVICE TO ALL THE WORLD
ROBERT C. CLOWRY, PRESIDENT SELVIERE BROOKS, GENERAL MANAGER

RECEIVED NO.

TIME FILED

CHECK

SEND the following message subject to the terms
on back hereof, which are hereby agreed to

May 31st, 1911.

Cambridge University Press,
35 West 32d St.,
New York, N. Y.Enter my application for Encyclopaedia Britannica.....binding
Letter follows.

(Signed)

.....]

ENCYCLOPÆDIA BRITANNICA

29,790
ORDERS

for the new (11th) edition of the Encyclopaedia Britannica had been received up to 5 P. M. yesterday. Owing to the resulting pressure on the manufacturing department no immediate provision can be made to execute orders mailed after to-day. These will be filed, and when every application on the current lists has been filled will be accepted at an advance of 50c. per volume or \$14.50 per set over to-day's prices.

Such unprecedented success is an equal tribute to the industry of the distinguished scholars who wrote the book, to the enterprise of the Cambridge University Press who published it and to the discernment of the book-buying public who have so heartily welcomed it.

The magnitude of the present issue also discharges the obligation laid on the Cambridge University Press, when they acquired the control and copyright, to place the book within the reach of the greatest number of readers by offering it at prices which have never before been possible, and which, even in the present instance, would not have been possible had not the public responded quickly.

Finally it is a proof that the high standard of previous editions has been maintained in the new 11th edition. To quote from a review in the Nation: "The editors have produced a work of transcendent merit, one unapproached by any similar publication."

SPECIFICATION OF
The New Eleventh Edition
OF THE
Encyclopaedia Britannica

No other completely new edition of the Encyclopaedia Britannica has been issued since the Ninth, the first volume of which was published in 1875, and the 25th in 1889.

The Encyclopaedia Britannica has become an international institution—a heritage of English-speaking people everywhere. In view of its unflinching usefulness in recording the knowledge gained by mankind in every department of human activity, the Cambridge University Press desires to invite public attention to certain new features of this edition which distinguish it from all previous editions and from all other works of reference whatsoever.

The new work is a fresh and original survey of universal knowledge, an adequate and authoritative exposition of all human thought and achievement. Private enterprise has hitherto been responsible for its publication, but the copyrights having passed into the keeping of the Chancellor, Masters and Scholars of the University of Cambridge, it will henceforth be issued as a University publication. Cambridge is moreover closely identified with University Extension—a movement having as its object the diffusion of knowledge outside the circle of mere students.

The Eleventh Edition of the Encyclopaedia Britannica, whilst it has been edited and written on the

While the unqualified success of the first distribution (29,790 applications registered up to 5 p. m. yesterday) speaks for itself, it has one aspect to which in this closing notice the Cambridge University Press wishes to invite attention.

The Encyclopaedia Britannica has always been a force for efficiency and progress and in its latest edition is undoubtedly destined profoundly to influence American culture. Now, while publicity in the usual sense of the word ceases with this notice, for the publishers will for the present devote their exclusive time to the manufacture of the sets sold under the terms of the current offer, the silent publicity due to the distribution of the work in so many hands may be said to be only just beginning, and will grow from now onwards.

Assuming that the new edition is incomparably the most exhaustive work of general reference in existence as well as the only modern one, and in the new India paper format achieves a purpose to which no other encyclopaedia, however scholarly, has hitherto proved adequate, these facts are bound in time to be impressed on the reader's attention by the satisfaction, the increased efficiency, the quickened mentality, and perhaps even the unstinted praise of its possessors. There may possibly come a day when he will not only wish that he had acquired the book under the original offer but will even come to realize that he cannot do without it.

Practical foresight consists in the last analysis in accept-

same lines of comprehensiveness as the Ninth Edition, and whilst it maintains the high reputation of that work, is marked by several noteworthy improvements. (1) The whole of the MS.—comprising 40,000 articles—has been written simultaneously, the Editors having at the outset laid out a ground-plan for the new edition which made it possible for them to consider the literary production of the work as a complete whole, as distinguished from the piecemeal or volume by volume—method of production. The entire contents were continuously under the Editors' view and control before a single page was sent to press. (2) All the volumes are, therefore, of even date (1910), and the information in each volume does not appear elsewhere even in a different setting. A serious defect of the 9th Edition has thus been obviated. There are no repetitions, and no inconsistencies, as the result of this unity of effort on the part of the 1,500 contributors directed by an exceptionally large Editorial staff. (3) The principle of comprehensive treatment has been combined with brevity—major subjects being subdivided into minor ones, which receive independent treatment according to their importance and in their alphabetical places. These short articles are very numerous, and lead the inquirer directly to the information he seeks, so that the Encyclopaedia Britannica (11th Edition) will be found to be the most useful work for the purpose of quick reference that has ever been published. (4) Equally welcome will be the innovation which has permitted the use of "dictionary" headings for scientific or technical terms, and for old words having a complicated meaning, or an interesting history. The 9th Edition contained 10,000 strange words not included in any dictionary, but in the 11th Edition such words are explained either under their own headings or in the body of the text as they occur. (5) The new (11th) Edition is, furthermore, a work of international scholarship to a degree never before realized. The Editors recognized that scholarship to-day knows no nationality, and they enlisted the services of special-ist authorities and practical experts wherever they could be found. The 1,500 contributors represent all

civilized countries. (6) The employment of the greatest experts as contributors has secured for the work the services of men who are known to be at the top of their profession—who are themselves originators in their own fields, so that the new (11th) Edition of the Encyclopaedia Britannica contains information actually in advance of the day and never before published—information upon which the next generation will shape its activities and base its conclusions. (7) Another new feature is the fact that the 11th Edition gives histories of celebrated living persons throughout the world, and thus becomes, for the first time, a comprehensive handbook of international biography. (8) The literary cost alone—the sum paid to contributors, Editors, and Editorial assistants—has amounted to £163,000 (\$815,000), more than twice the sum (£60,000) similarly expended on the 9th Edition. (9) The 11th Edition consists of 29 quarto volumes, including Index, comprising 27,000 pages of text, 40,000 articles, and 40,000,000 words. There are 7,000 illustrations, 450 full-page plates, 569 maps, and a large Index (Vol. 29). (10) Finally, the new Edition of the Encyclopaedia Britannica is issued in a new format—in thin, light and flexible volumes which are easy to handle and convenient to read. The volumes of the 9th Edition were, for most persons, too cumbersome in size and too heavy to hold in the hand. But by the use of India paper (thin, but very strong and opaque), the thickness has been reduced from 2½ inches to 1 inch, and the complete set occupies but 29 inches of shelf space. (The work is also published, for those who prefer it, on ordinary book-paper of the same quality as that used for the last edition.) In suiting the reader's convenience by reducing the size and weight of the volumes so that he may now keep them constantly on his library table, the publishers believe they have multiplied the usefulness of the Encyclopaedia Britannica (11th Edition) to an incalculable degree. It cannot be regarded only as a book of reference; it is also a book to read simply for the pleasure it will afford.

THE BOOK OF THE MOMENT
Final Notice---Lists Closing To-night

As this notice goes to press it is practically certain that the first distribution of the Eleventh Edition of the Encyclopaedia Britannica will exceed 32,000 sets. 1,005 orders were registered yesterday.

Telegraphed orders will be acknowledged in the same manner, but owing to the pressure on the office staff it will be impossible to acknowledge all applications by mail on the day of receipt.

Telegraphed or mailed, no order will be included in the current lists which is dispatched after 12 p. m. (midnight) to-day, up to which hour the New York office of the Cambridge University Press will remain open.

The advantage of telegraphing or mailing your order to-day is a saving (minimum) of \$14.50 per set or 50c a volume and a guarantee of the execution and delivery of your set under existing manufacturing contracts. No more copies will be printed and bound at present than those for which application shall be made before the closing of the lists.

ing the probable as though it were inevitable. The reader's decision whether or not to-day—at the last moment—to avail himself of the current offer (\$14.50 more favorable than it will be to-morrow) must contemplate among other things the probable consequence of everything that has been claimed by the Cambridge University Press for the new edition proving not only true but, as some critics are agreed who have examined the work, not half the truth. In light of the fact that, principally after it had become established in popular favor, 400,000 copies of the 9th Edition (including reprints) were sold in this country, there is no saying to what figure the sales of the new Encyclopaedia Britannica may ultimately attain. Could the reader be certain that 200,000 people would eventually acquire the book for reasons which will prove just as cogent in his own case would he still hesitate to avail himself of the present opportunity?

Those who have already received the prospectus and specimen pages will have ample material on hand to guide them in coming to a decision. For the benefit of those who have no prospectus as well as of those who wish, so to speak, to focus sharply the essential facts concerning the new 11th Edition, there is appended to this notice a detailed specification of the work. The print is necessarily small, but all the requisite information is there for anyone who looks for it.

An order form accompanies this final notice.

Deferred Delivery

Subscribers who for one reason or another may prefer to take delivery of their books next fall or at the end of the year may do so, and their payments need not begin until delivery has been made. It is necessary, however, in their case, that their applications shall be registered TO-DAY; that is, before the closing of the period for making application, at the lowest prices.

ORDER FORM GOOD IF MAILED TO-DAY
TO THE CAMBRIDGE UNIVERSITY PRESS (Encyclopaedia Britannica Dept.), 35 WEST 32D STREET, NEW YORK.

I desire to become a subscriber, at your special prices, to the new Encyclopaedia Britannica, 11th edition, 29 volumes.

first payment of \$5.00
I enclose part payment of \$—
full payment of \$—

Please indicate style of binding desired by making an X in one of the squares shown below.

INDIA PAPER (1 inch thick) Strongly recommended, especially in the leather bindings with flexible backs	ORDINARY PAPER (2½ inches thick, weight 8 lbs.) The paper is of the same quality as was used for previous editions
<input type="checkbox"/> CLOTH (Ordinary Covers) (@ \$1.25 a vol.)	<input type="checkbox"/> CLOTH (@ \$1.00 a vol.)
4 monthly payments of \$31.20	4 monthly payments of \$29.38
8 monthly payments of 15.80	8 monthly payments of 14.88
12 monthly payments of 10.67	12 monthly payments of 10.07
24 monthly payments of 5.00	24 monthly payments of 5.00
Cash price.....123.25	Cash price.....116.00
<input type="checkbox"/> FULL SHEEPSKIN (@ \$6.25 a vol.)	<input type="checkbox"/> HALF MOROCCO (@ \$5.25 a vol.)
4 monthly payments of \$38.45	4 monthly payments of \$38.45
8 monthly payments of 19.43	8 monthly payments of 19.43
12 monthly payments of 13.08	12 monthly payments of 13.08
24 monthly payments of 5.00	24 monthly payments of 5.00
Cash price.....152.25	Cash price.....152.25
<input type="checkbox"/> FULL MOROCCO (@ \$7.50 a vol.)	<input type="checkbox"/> FULL MOROCCO (@ \$7.50 a vol.)
4 monthly payments of \$49.30	4 monthly payments of \$49.30
8 monthly payments of 24.85	8 monthly payments of 24.85
12 monthly payments of 16.71	12 monthly payments of 16.71
24 monthly payments of 5.00	24 monthly payments of 5.00
Cash price.....195.75	Cash price.....217.50

Name.....
Address.....
Profession or Occupation.....

Sales Office Open
UNTIL MIDNIGHT

Cambridge University Press

ENCYCLOPÆDIA BRITANNICA DEPARTMENT

Telephone No. 2350 Madison Sq.

35 West 32d Street, New York (9th floor)

Brentano's Fifth Avenue

Downtown Office at Malkan's, 42 Broadway